

Cohen's Store Development Proves Richmond's Success

Side by side with every breath of success of the city, this store keeps on growing. It would not if it wasn't the right sort of a store. The prices of the merchandise, and the merchandise itself together with the fairest and squarest mode of dealing, inspires the confidence and the willing aid you lend for the store's mission.

The ability and the will for small profits and best buying is with the management. Whenever there is a time when buying and selling can be helped by half values, you can always depend on this store for its good work.

Listen to This Monday Selling.

Silks Have Gone But Slow So Far This Season.

The manufacturers got into a hole, and that is the time that Cohen's Store comes to the rescue—it's your helpmate to watch for such. That's why these silks sell as they do. It's at a great, and in many cases, at an enormous loss to the makers.

Yard-Wide Black Silk Specials.

\$1.19 Lyons Pure Dye Black Taffeta, chiffon or rustling finish, 70c.
\$1.35 Lyons Pure Dye Black Taffeta, extra heavy finish, for whole costumes, 90c.
\$1.15 Black Beau de Soie, soft and lustrous, 75c.
\$1.20 Black Beau de Soie, extra heavy quality, guaranteed pure dye, 98c.

98c Figured Moire Velours, in choicest new shades, most durable for dresses and waists, 75c.
90c Black Taffeta, heavy and rustling finish, 65c.
90c Linen Back Satins, in all colors, including white and cream, 35c.
98c Silk Pongee, in new crash finish, fine line of choice colorings, 69c.

\$1 Fancy Taffetas, 27-inch, chiffon finish, all shades of brown and garnet with figures of black, 59c.
50c and 65c Silks, including fancy and plain black taffetas, 39c.
39c Pure Silk Taffetas, in full line of popular colors, 25c.
98c Imported Black Beau de Luxor, guaranteed to wear well, 27 inches wide, 69c.

Knit Underwear is One of Cohen's Strong Points.

It would be difficult to ask for any kind that is missing, and one of the strongest features is the special prices whenever possible to give you an advantage.

Special—Boys' Union Suits (The Velastic), heavy fleece. We call your attention to the flat seams; all sizes, 48c.

47 dozen Women's Heavy Wool Mixed Pants and Vests, silk finished, are usually sold for 69c; special in all sizes, 39c each.

You know the best \$1 Wool Mixed Ribbed Underwear—silk tape and crocheted trimmed. It is the Oxford goods, the finest and best shaped underwear in America at a dollar; our price, 69c.

Special Knit Underwear for Women at 25c.

The Heavy Weight Ribbed in Egyptian fleece, bleached or unbleached, extra and regular sizes; these goods are worth to 40c; choice, 25c a garment.

120 Women's All-Wool Scarlet Medicated Pants and Vests sold for \$1.25 and \$1.50; choice, \$1 each.

575 Women's Medium Weight Ribbed Vests, shaped; heavy enough for most people, usually 25c, but these are 17c each.

Infants' Wrapper Vests—Fleece and full weight; should be 18c, but are 9c each.

Another lot of Wrapper Vests; are wool, worth 40c, for 25c each.

Children's Sleeping Garments, with feet, in all sizes, ribbed and fleeced, perfectly elastic, will be 25c each.

Women's Fleece Lined Corset Covers, 25c.

Munsing Plated Underwear.

Those who have been buying it for years need not read this, because they wear no other. Those who have not, should know there is nothing in America to equal the Munsing in wear, elasticity, perfection of fit and value. Any set, no matter what you pay, will last two seasons and yield a comfort that no other underwear equals.

Women's Vests, all sizes, 50c to \$1.50.
Women's Union Suits, \$1.25 to \$3.
Children's Shirts and Drawers, 50c to 95c.

Children's Union Suits, 50c to \$1.50, including boys' and misses' sizes.

On account of the enormous demand for the Munsing it is usually impossible for us to fill orders late in the season, because the mills are sold out.

We have every size and quality now.

Cohen's Fur Department Is More Than Doubled.

Hereafter it will be found on second floor, with every kind of Fur that is new and substantial. We have the choicest pieces that a fur expert knew how to select.

Siberian Squirrel Throw Scarfs, \$1.00; it is satin lined and chenille fringed at end. Flat Pillow Muffs of same, \$5.75.

Large Flat Fox Scarfs in Isabella or sable, with a large bush, \$5.

Imitation Ermine Throw Scarfs, trimmed with real ermine tails, \$3.45. Muffs to match, \$4.85.

Handsome Japanese Mink Throw Scarfs, 54 inches long, \$9.50.

Blended Water Mink Throw Scarfs, 3 stripes—brocade silk lining—\$5.75.

Real Mink Throw Scarfs, handsome dark skins, \$17.50.

Novelty Scarfs of Japanese mink, trimmed with mink heads and tails, \$9.50.

French Novelty Muffs, made of 4 distinct skins, trimmed with tails and claws, \$15.

Another Novelty Muff, with 12 stripes, melon shape, \$8.75.

Handsome Isabella Fox Shawl-shape Scarfs, \$19.50.

Double Brown Martin Scarfs, \$6.50.

We merely give above a few prices to show the range. It conveys merely an idea of a stock where the prices start at \$1.50 and go up to \$150, with values a half more to double.

Another Big Sale of Underpriced Linings.

1,000 yards Black Sateen Linings, 25c cloth, at 12 1/2c a yard.

New Gray Waist Linings, worth 12 1/2c and 15c, for 6 1/2c a yard.

Black Satin Linings, a good 40c value, for 25c a yard.

Thetledown Taffeta Linings, rustles like silk and wears better; this 35c cloth is 25c a yard here.

Black Near-Silk Linings, 12 1/2c and 15c quality, special, 7 1/2c a yard.

Fine quality Linings in lengths to 8 yards, 25c, 35c and 50c cloth, special price is 12 1/2c a yard.

Some Extra Values in Boys' Clothing.

Boys' Double-Breasted Suits, well tailored and perfect fitting; cheviot, clay diagonal and Thibet, \$2.05, sizes to 16 years.

Boys' Suits of new and nobby patterns of cheviot, double-breasted Norfolk and Russian blouse, \$1.95 and \$2.48.

A lot of Boys' Three-piece Suits, in broadcloth, herringbone, cheviot, unfinished worsted and other cloths, that sold to 45c, will close out for \$2.75 each.

Boys' \$2.50 Woolen Suits, double-breasted style, made of extra heavy cheviot, \$1.18.

11 1/2 Woolen Trousers, in fancy mixtures of cheviot, 75c.

Boys' Overcoats, in Oxford gray and fancy mixed cheviots, \$2.05 to \$5, sizes to 14 years.

Boys' Box Overcoats, in brown, blue and black melton, sizes to 8 years, \$3.30.

Tam-o-Shanter Caps, in various colors and materials, for 25c and 50c.

Shirtwaists at Marvellous Prices.

It seems like a wonder to produce such handsomely made waists for so little.

White Lingerie Waists, such as you would expect to pay 15 and 16 for, seem impossible to make them at such a price, made of the finest mull, with Valenciennes lace, some with hand-embroidery. We sell these waists at \$2.98 and \$3.98.

Some of the 19 styles are \$6.00.

French Taffeta Waists, tailor-made, with hand-like embroidery; best 45 waists we have ever seen. We have marked them \$4.75.

English Eyelet Embroidery Waists, silk or all-wool tailored, only white, for \$2.75.

\$1.00 Taffeta Taffeta Waists, some with hand embroidery, for \$4.98.

Tapestry in various designs—some that would cost you \$1.50 to make; choice, 69c.

500 skeins of Colored Peril Lustre, will be closed out at 2c a skein.

The \$1 ones are 48c.

One hundred Ready-made Cushions—Tapestry in various designs—some that would cost you \$1.50 to make; choice, 69c.

500 skeins of Colored Peril Lustre, will be closed out at 2c a skein.

All-Linear Scarfs, hemstitched with wide Mexican drawn work, full length, 75c.

Center Pieces of lace, applique and embroidery, less than one-third their value; all of them recent importations. We price them at 5c, 10c and 12c.

The \$1 ones are 48c.

One hundred Ready-made Cushions—Tapestry in various designs—some that would cost you \$1.50 to make; choice, 69c.



The Second Floor Garment Store

Is the delight of all Richmond, and the newly fitted and immensely enlarged space gives the marvelous gathering an air of temptation that's quite inviting. Take a stroll through and notice the perfection of the many thousand garments that fashion suggests this season.

Handsome \$25 Mannish Cloth Suits, in the latest Eton styles, most perfectly tailored suits, with velvet trimmings. These suits will go on sale Monday for \$16.50.

Long Coat Suits of Cheviot in black and colors, all pure wool and well tailored; the best 15 suits we know of; the sale price will be \$10.

Hand Tailor-made Suits, equal to any you will find in the city at \$30 and \$35; the latest designs; our price is \$20.

The London Fog Gray Suits, of the finest all-wool tailor material, not matchable elsewhere under \$25; our price, \$16.

45-inch Long Coats, the new half-fitted back, with strap; price, \$5.

Coats of Mannish Mixtures, 45 inches long, elsewhere \$12.50; our price, \$7.50.

New Empire Coats in mannish mixtures, handsomely tailored; instead of \$15 are \$10 each.

One of the novelties in 52-inch Coats are heavy broadcloth, tight-fitting, strictly man tailored styles and are priced elsewhere \$30. We sell them at \$18.

Junior Suits—Suits for children from 10 to 17 years, from \$7.50 to \$12.50.

Misses' Suits, in all sizes, handsomely tailored, from \$10 to \$22.50.

Misses' and Children's Coats, some 50 styles, comprising every new idea, from \$1.50 to \$22.50.

Some 600 Skirts will be on sale Monday.

Skirts that usually sell for \$5 are \$3.75.

Optical Wisdom.



Three positive statements made by us concerning the Optical Department:

1. The lenses supplied are of the finest possible quality; none better are procurable anywhere.

2. The frames and mountings are of the latest pattern and have everything necessary to secure comfort and style.

3. No better service can be obtained, as we have a thoroughly competent graduate optician.

SPECIAL SALE ON MONDAY—Solid Gold "Shur-on" Eyeglasses, including first quality lenses, \$4; regular price \$11. This beautiful mounting is guaranteed against breakage and can be fitted to any nose.

Same in gold filled, \$2; regular price \$3.

Pine convex lenses; they give perfect vision for reading or sewing; these lenses, with steel frame, 50c.

The Ladies' Home Journal Patterns

Have been given on sale to this store because this successful company have found this the best store in town. The patterns are a most valuable acquisition to the home garment-making people of Richmond. The immense power of the Ladies' Home Journal overtops anything in the way of paper patterns, and the price only 10c and 15c. A pattern book free. Main floor, right aisle.

Cohen's New Carpet Store

Is one of the wonders of the South. None of the reliable makers produce a single design that is not represented here.

We turn them over at a nominal profit. We will be glad to furnish estimates in competition with any house in America.

The Tapestry Brussels are 47c, 50c and 65c, and are less than they have ever been before.

The Brussels at 85c are the \$1.05 grade of every house we know.

We sell the finest Wilton Velvet Carpets at \$1.05 to \$1.50 that are usually sold to \$2.

Asminster Carpets at 79c to \$1.40.

This is not a beginning of the various sorts to be seen here.

Most people use only Rugs and Druggets in their houses.

We shape this carpet store to supply the entire town, whether you want the largest size, 3x4 yards, for \$4.50, or the finest grade at \$4.50, with dozens of prices between. There are many at special sale prices, but you must come and see them.

The New Curtain Store

Has many new features added to it. All that's best in curtains or draperies is here, from the simple but pretty muslin curtain at 59c to the handsome hand-made Irish linen at \$50 a pair. There are several special lots on sale Monday.

Irish Point, Linen, Serim and Cluny Curtains, in large assortment of styles, value to \$7.50, for \$5 a pair.

Cable Net Curtains, in renaissance designs, strong and durable, special, \$2.50 a pair.

Plain Net Curtains, with renaissance edge and insertion, \$2.25 ones, for \$1.45 a pair.

Corded American Curtains, 2 1/2 yards long, \$2.25 value, Monday only, \$1.50 a pair.

French Taffetas Cretonnes and Art Tickings for furniture coverings and drapery, 35c to 50c value, 25c and 32c a yard.

Drapery Silk, in Oriental, Japanese and floral designs, best 69c quality, 50c a yard.

15c Figured Satteens, suitable for covering comforts, \$1.10 a yard.

Couch Covers, in Oriental and Bagdad designs, \$1.50 and \$3 ones, for 98c and \$1.50 each.

35 Heavy Tapestry Table Covers, \$2.

Tapestry Design Fire Screens, regular \$1 ones, for 60c.

Curtain Poles, with fixtures complete, 7c to \$1 each.

10c Pole Sockets for 5c a pair.

12 1/2c Handkerchiefs, 6c.

120 dozen Embroidered Swiss Handkerchiefs, the usual 10c and 12 1/2c ones, for 6c each.

50c New Neckwear, 25c.

Some of the novelties in hand-worked silk and other new Neckwear, in white, black and colors, all 50c values for 25c.

300 Pieces of Real Linen

Torchon Lace at a

Strange Price.

These are well made by the German peasantry. Price 3c and 5c a yard.

2,000 yards of Trimming Laces, up to 5 1/2 inches wide, various kinds, including inserting; wholesale price to 10c; Monday's price, 8c a yard.

English Long Cloth, 6 3/4c.

2,200 yards of English Long Cloth, the kind you usually pay 10c for, on the main floor rear for 6 3/4c a yard.

Cohen's Hosiery Wear Well.

This is a standard reputation, no matter how little the price.

Women's 35c Full, Regular Make, Fast Black Stockings, the manufacturer prides himself on their wearing qualities; special for Monday, 15c a pair.

Women's Heavy Fleece-lined Stockings, 17c instead of 25c.

Women's Fast Black Stockings, high spliced heel, most superior, 19c value, for 12 1/2c.

Two lines of Misses' and Children's Stockings, all sizes to 9 1/2, best wear, double knee, 19c values, in all sizes, for 10c.

Another lot are the usual 10c and 12c ones for 7c a pair.

Cohen's Bargain Basement Is the Helpful Spot.

The cotton mills recognize this as one of their greatest Southern outlets. We do not fail to take advantage of every chance that will help you. Here are some price hints for Monday.

12 1/2c Double-face Heavy Fleece Tenzel-down Flannel in all the solid colors for 7 1/2c.

10c Best Percales, all the dark styles, 7 1/2c a yard.

Fancy Woven Striped Outings, 7 3/4c.

16 2-3c Imported Madras, woven colors and designs, 8 3/4c.

9c Brown Cotton, 40 inches wide, fine and close woven, 7 1/2c.

6 1/4c and 8 1/2c Calicoes, in fancy printed effects, 5c.

The best 10c Woven, Plaid and Checked Dress Gingham, 7 3/4c.

12 1/2c Yard-wide Flannelettes, 8 1/2c.

10c Cretonne, in all the floral and Persian effects, for curtains, comforts and draperies, 8 3/4c.

8c Heavy Fleece Twilled Canton Flannel, 5c.

Indigo Blue, Turkey Red and Black Calicoes, with white printings, the 6 1/4c and 8 1/2c grades; any for 4 3/4c a yard.

7c Double-face Domet Flannel, 4 3/4c; and many other bargains too numerous to mention.

A Great Bedding Store.

Last spring, when beddings were a drug on the market, we bought heavily. The price advantage for you is apparent in every item here. There are many finer grades rarely seen in Richmond stores.

Handsome Imported Marseilles Quilts, heavy embossed, plain valance and fringed, some are made especially for brass and iron beds. They were made to sell for \$7.50; this special lot for \$5 each.

Other Quilts for \$3.50, \$4 and \$2.50.

Some White Crochet Quilts are 50c.

Imported Sateen Covered Elderdow Comforts, the usual \$5 values, for \$3.75.

Extra Full Down Comforts, the \$5.50 grade, for \$5.

Other Comforts for \$7.50, \$8.50, \$12.50 and \$20. Some are figured silk and satin covered.

Wool Comforts, warm as blankets, equal in weight to down, covered with figured silk-lines, \$2.75 and \$3.50.

Sateen and Silk Covered Comforts, \$4.50, \$5 and \$12.50.

Laminated Cotton Comforts for double beds, covered with silklines and sateens; the price starts at \$1 up to \$4. Some are 2 1/4x2 1/2 yards in size.

The Chintz and Cretonne Covered Comforts are 30c to \$1.00; all sizes.

12-4 Heavy Mexican Blankets, \$1.50.

11-4 Gray and White Fleece-down Blankets, \$1.25.

10-4 Molested Blankets, \$1.

Fancy Bath Robe Blankets, \$8c.

Lambskin Blankets, 25c each.

Moth-proof Blankets, \$1.50. Some fancy ones for slumber and bath robes are \$2.25 and \$2.75.

\$3.50 White Wool Blankets, 12-4 size, \$2.50.

11-4 Blankets, worth \$4.25, are \$3.50.

Usual \$5 Blankets, 11-4 size, \$4.

\$7.50 California White Wool Blankets, extra heavy deep fleece, 11-4 size; special price, \$5.75.

All-wool Red Medicated Blankets, \$3.75.

Extra Fine 12-4 White Wool Blankets, that are worth now \$12 wholesale, will be \$10.

Slumber and Automobile Blankets, \$5.00.

Others for \$5.50 and \$11.50.

157 dozen \$1.50 Bleached Sheets, linen finished, splendid grade of cotton; 60c ones for 50c each.

75c Bleached Sheets in plain hemmed and hemstitched, 42 dozen to be sold; choice, 60c each.

80c Bleached Sheets, full 2 1/2 yards wide, for 65c each.

Usual 11c Pillow Cases, 9c.

12 1/2c Linen Hemmed Pillow Cases, 10c.

150 dozen Hemstitched Handkerchief Border and Plain Hemmed Pillow Cases, 42x36 and 45x36, several grades of cotton, 12 1/2c each.

Plain Hemmed Bolster Cases, 10c.

Hemstitched Bolster Cases, 15c.

Fancy Tick Covered Feather Pillows, 40c.

11c Goose Feather Pillows—art ticking—\$1.50.